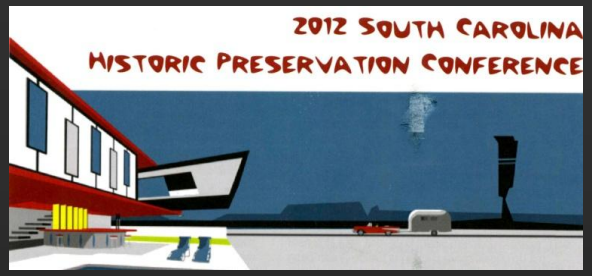
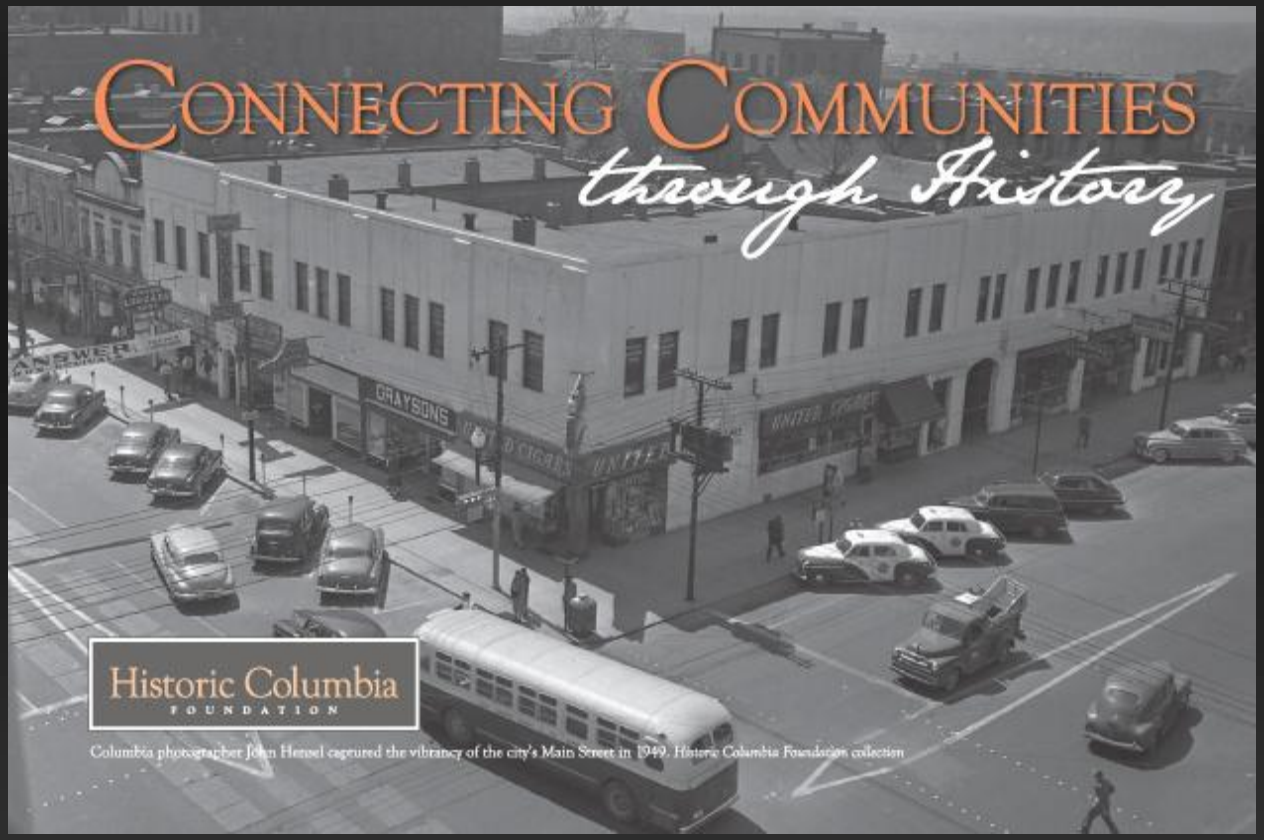
Historic Columbia
FOUNDATION

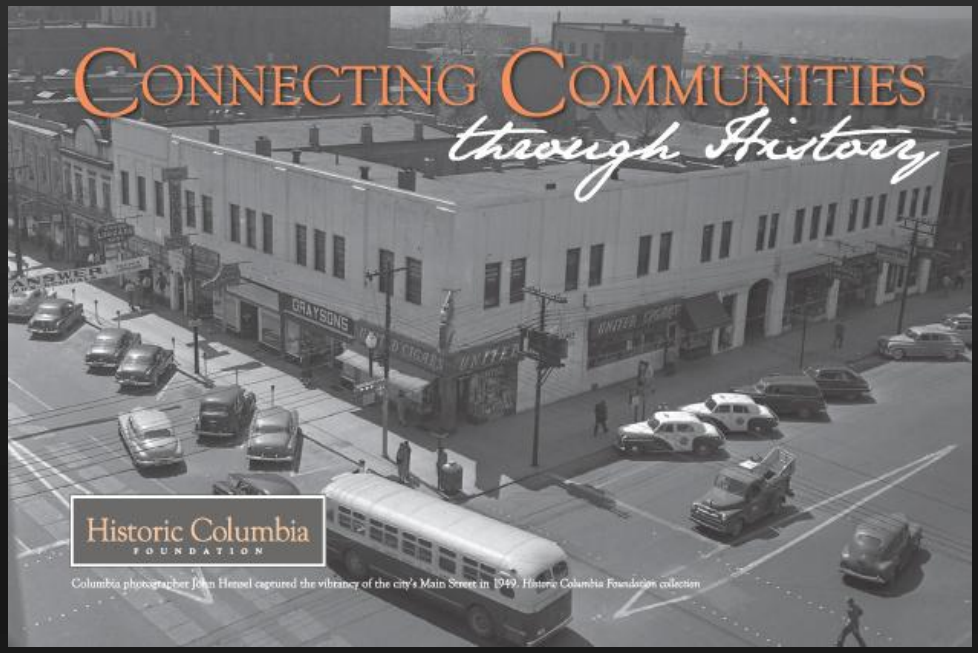




Historic Columbia
FOUNDATION

Institutional Mission

Nurture, support and protect the historical and cultural heritage of Columbia and Richland County through programs of advocacy, education and preservation.



Project Overview

John Sherrer

Project Director

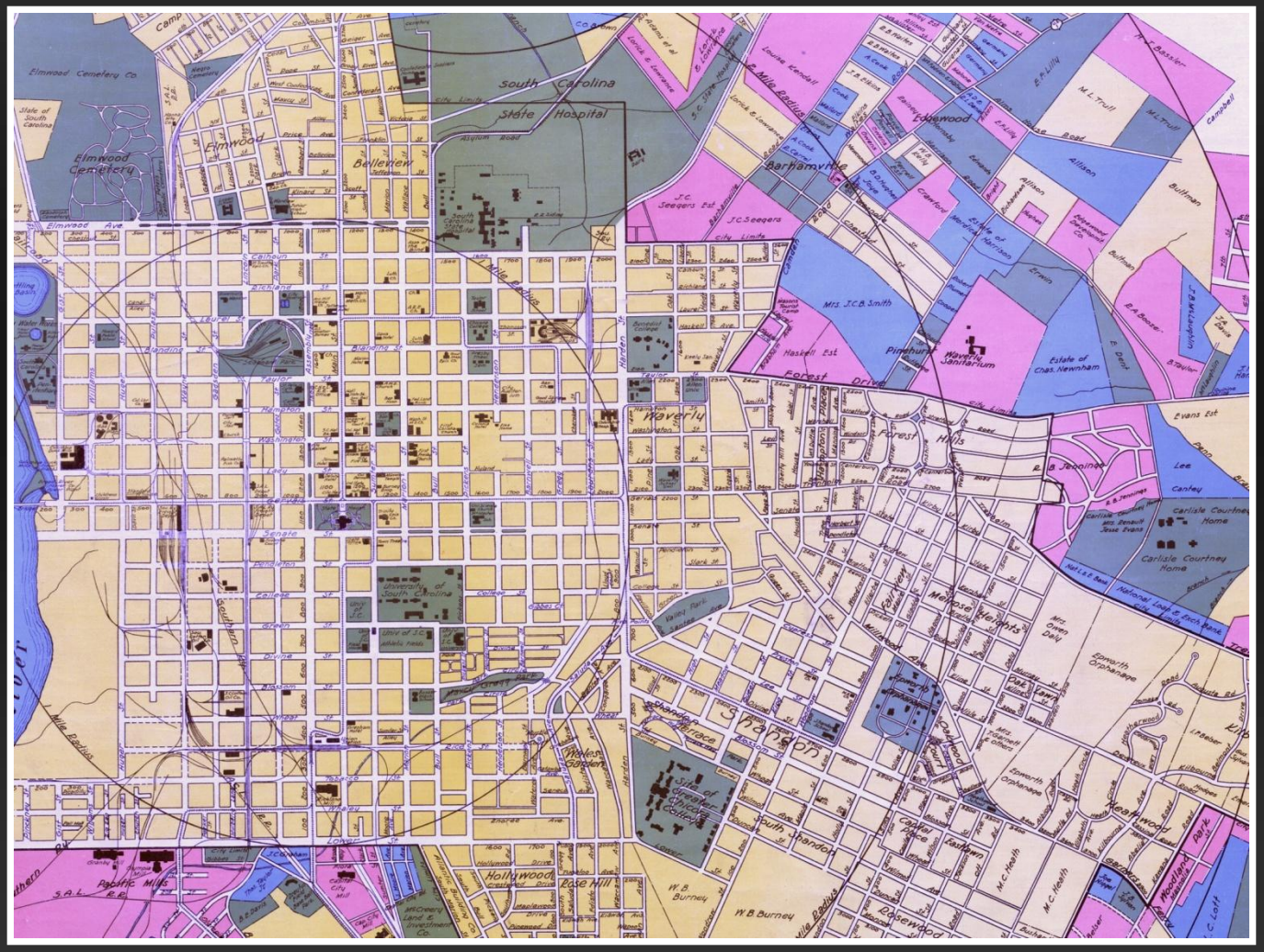
Director of Cultural Resources

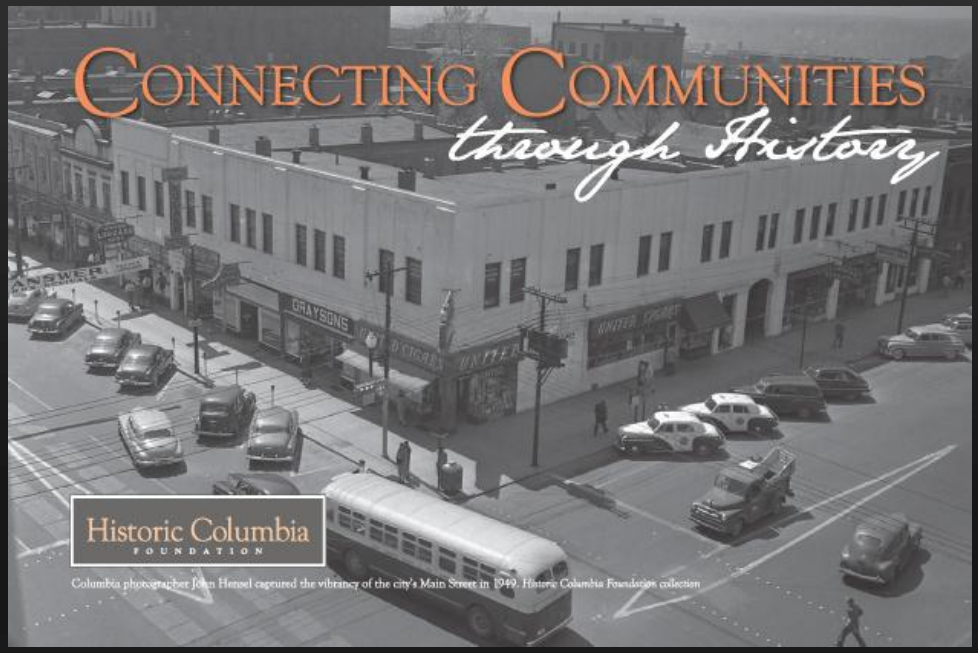
Historic Columbia Foundation

Project Goals

- Engage and empower members within 6 communities in the production of their neighborhood histories.
- Expand Historic Columbia Foundation's educational capacity through greater web presence; oral history & image management.

Project Subject Matter





Project Process

Sarah Scripps

Project Assistant

Ph.D. Candidate, University of South Carolina

Creating Tours

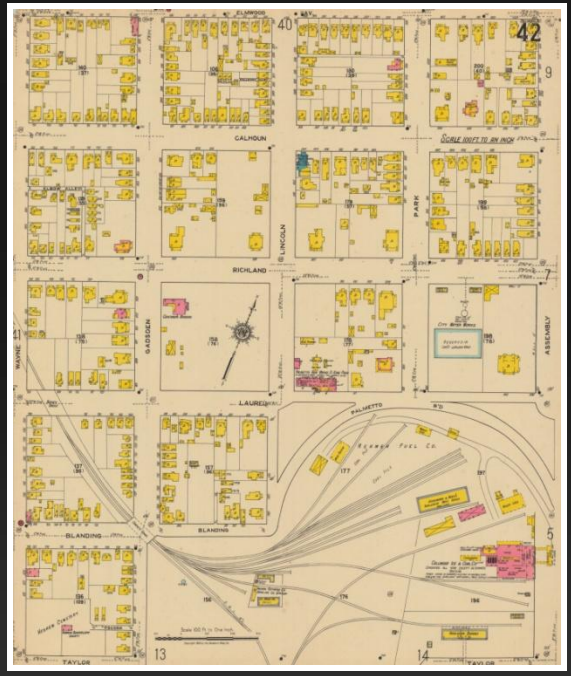
- Neighborhood Research
- Oral History
- Images

Project Organization

- Data Management
- Working with Service Providers

Research

- Maps
    - Historic vs. Current
- Photographs
    - Historic vs. Current
- Newspapers (Historic)
    - Articles
    - Advertisements
- Deed research



Research

Secondary Research

- Local Books/Histories
    - Memoirs, Papers
- National Register Listing Applications
- Has there been a reunion, centennial or anniversary celebration of area?

If so, histories, photographs and the like may have already been collected and are available.

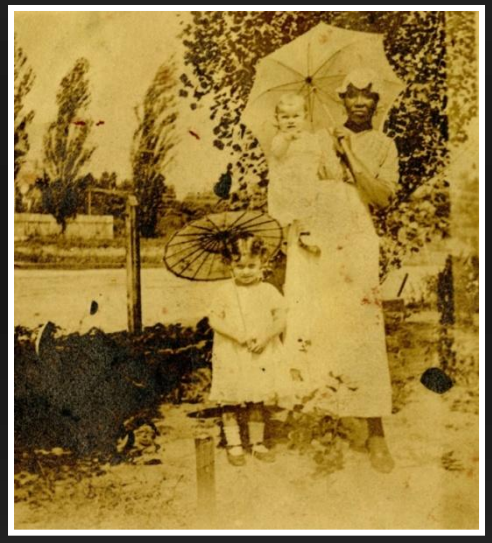
The Tour

*WALK/DRIVE the proposed area

- Notice:
  - Topography
  - Infrastructure
  - Lot Size and Shape
  - Proximity of Buildings to One Another
  - Architecture
  - Mix of Uses
  - Period(s) of Significance
  - Vacant Lots/Newer Development

The Tour
Site Selection

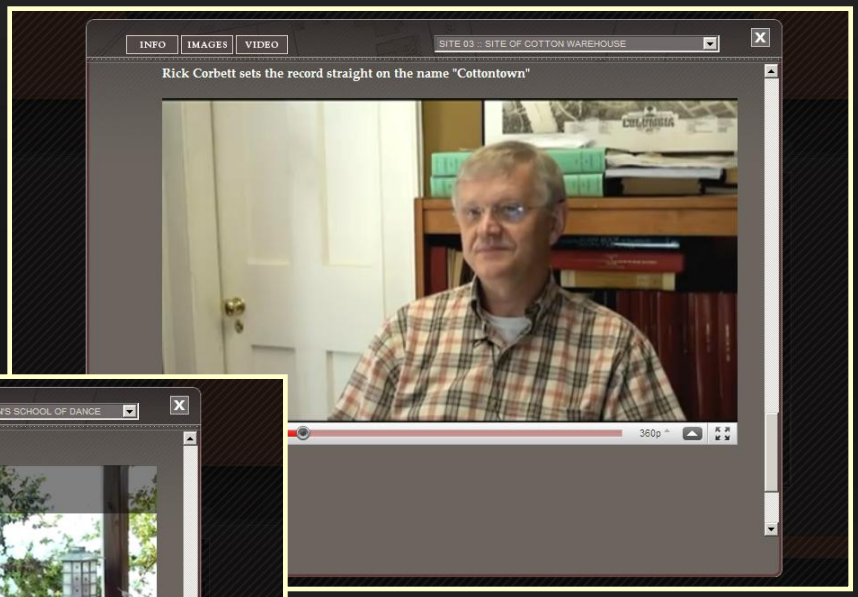
- Develop Themes of Area
  - Important People
  - Important Places
  - Period(s) of Significance
  - Demographics
  - Architecture
  - Educational/Political/Religious Sites
  - Residential vs. Commercial vs. Industrial

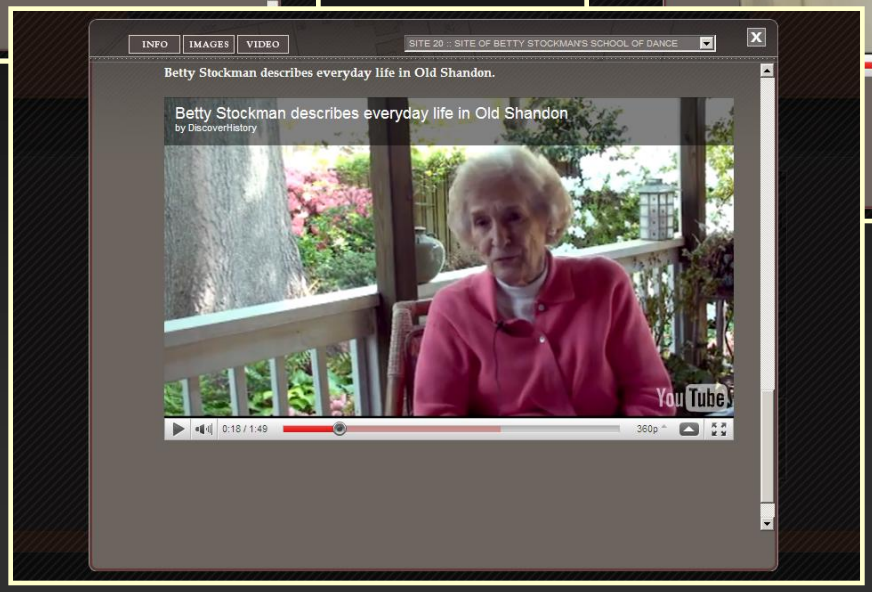


The Tour
Mapping

- Tax Maps from County as Base for Internal Map
- National Register Historic District:
- What is area of contributing properties?
- How does the town/city define area?
- How do residents/business owners define area?
- Represent ENTIRE Area
- Plot Points with Walking/Driving in Mind

Why Oral History?





Images

Data Management

Standards and procedures

Technological infrastructure

Tips for Working with Service Providers

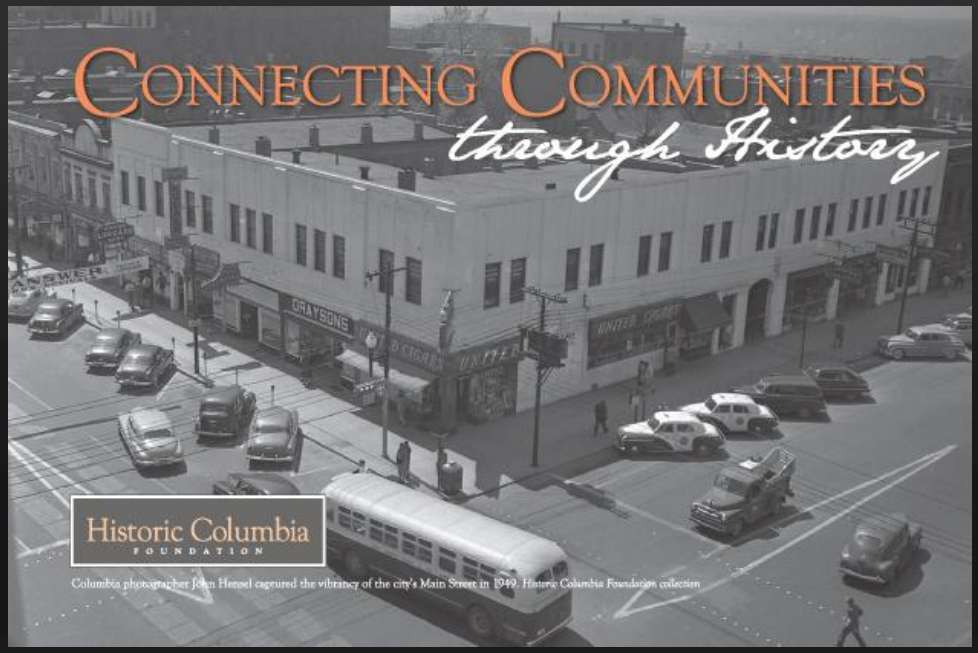
- Make sure the format of your submission fits provider's needs
- Set realistic deadlines
- Check your work before submitting it
- Provide ample time for editing
- Expect to encounter issues that are outside of your control

Product Delivery

- Printed Brochures
- Wayside Signage
- Web-Based Virtual Tours
- Community Forums

Product Delivery

http://www.historiccolumbia.org



Understanding Participants' Experiences

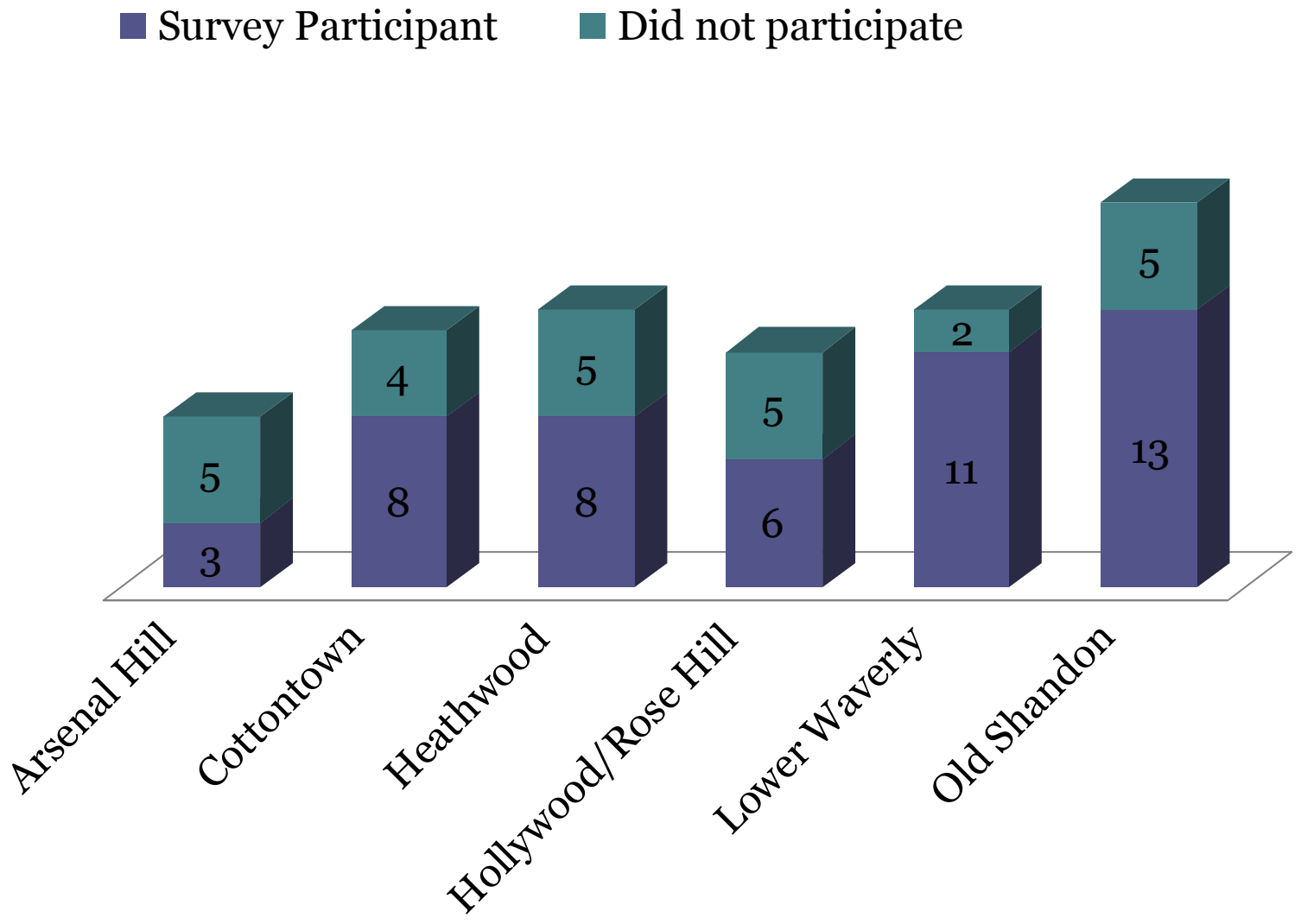
Annie Wright, Ph.D.
Community Psychologist & Evaluation Consultant

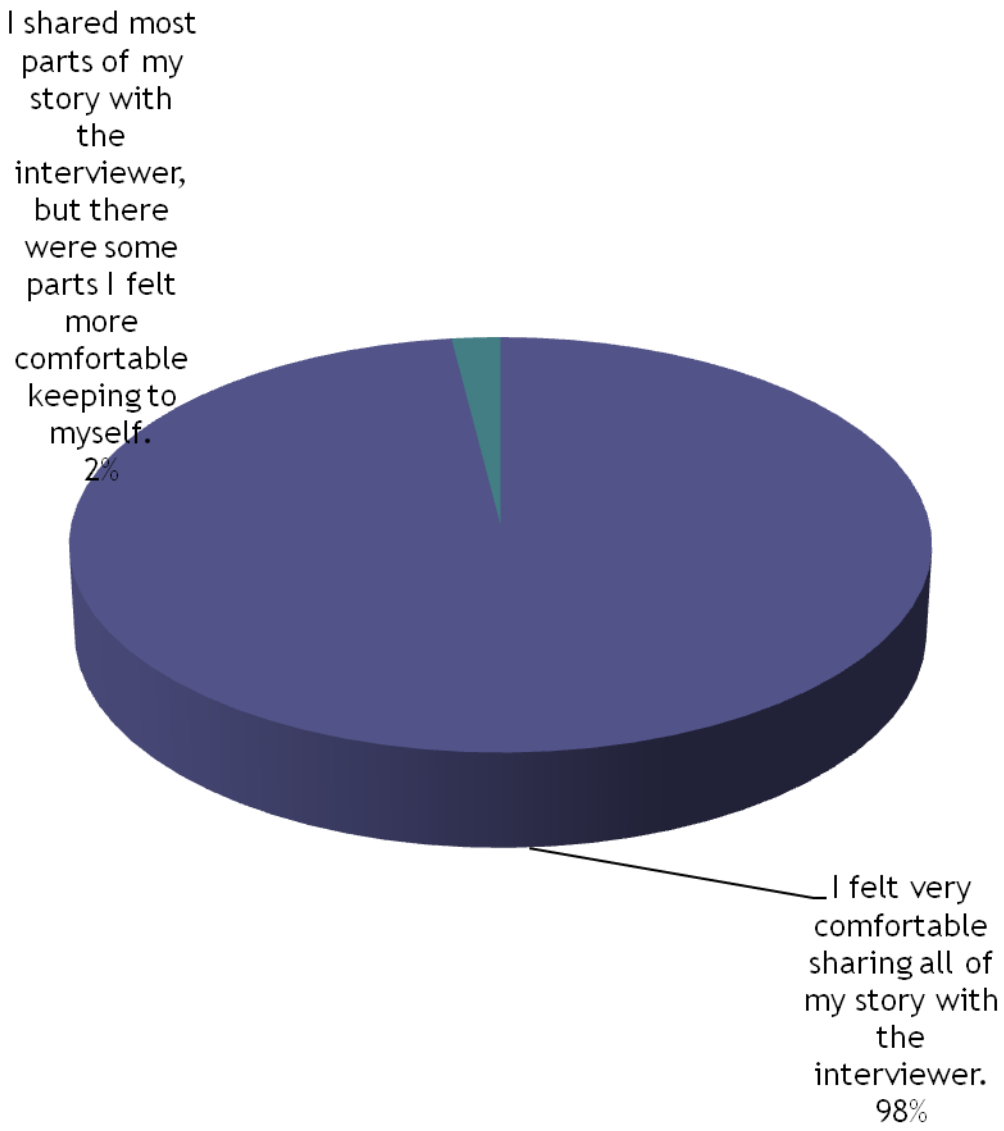
Evaluation of Impact

1. How well was community information solicited from participants?
2. What are some possible outcomes for participants?
   - ❖ How did participants' experiences differ based on what neighborhood they are from?
3. What can CCTH Participants tell us about how well HCF is reaching out to these neighborhoods?

Feedback Survey

- Mailed and/or emailed
- Phone call follow-ups
- 65% response rate
  - 49 out of 75 participants

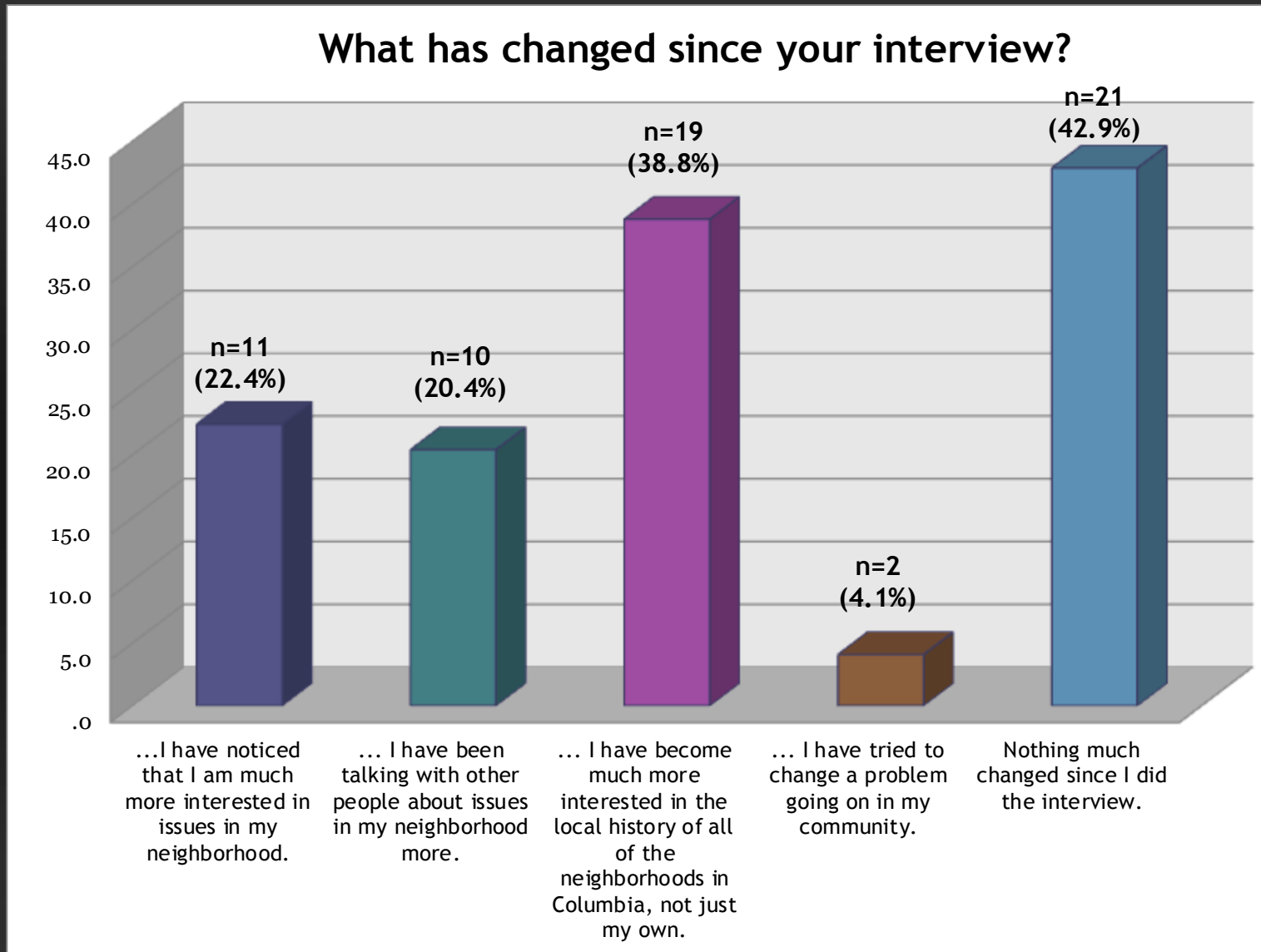

Survey Participant
Did not participate
5
3
4
8
5
8
5
6
2
11
5
13
Arsenal Hill
Cottontown
Heathwood
Hollywood/Rose Hill
Lower Waverly
Old Shandon



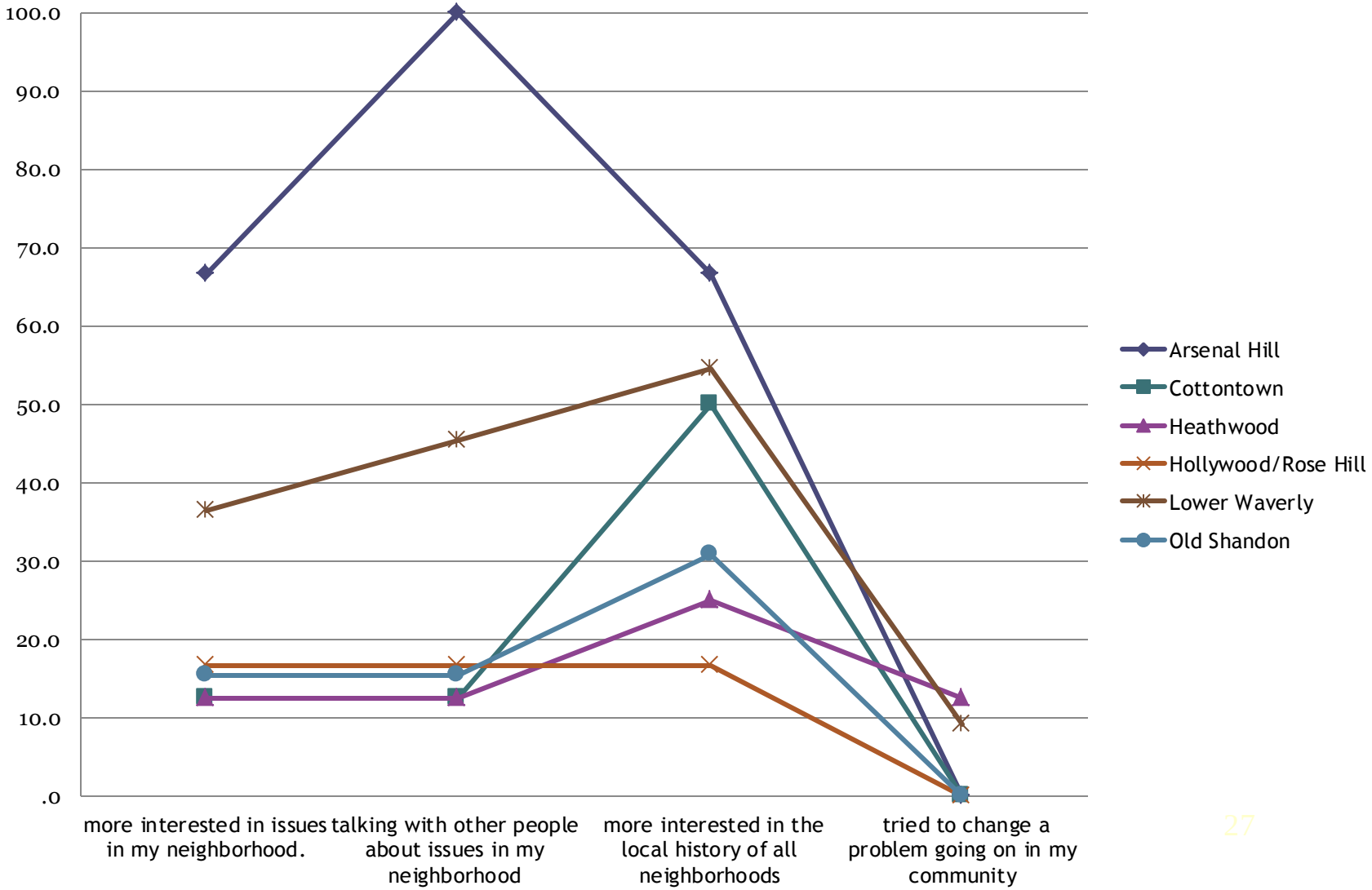
1. How well was information solicited from participants?

2. What are some possible outcomes for participants?

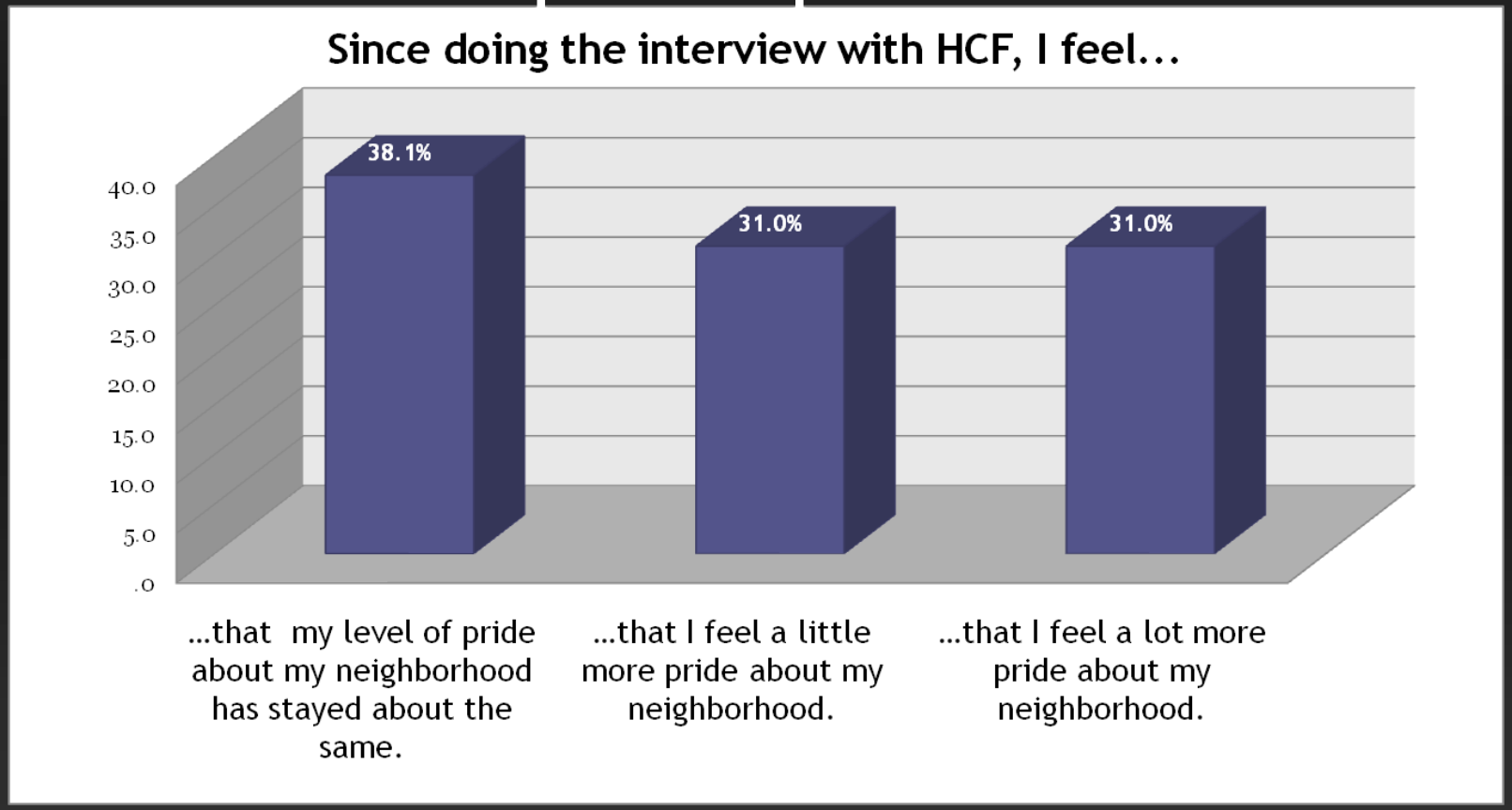
- More **interested in issues** in my neighborhood
- **Talking with other people** about issues in my neighborhood more
- More **interested in the local history** of all of the neighborhoods of Columbia, not just my own
- Try to **change a problem** going on in my community
- Changes in **level of pride** about neighborhood

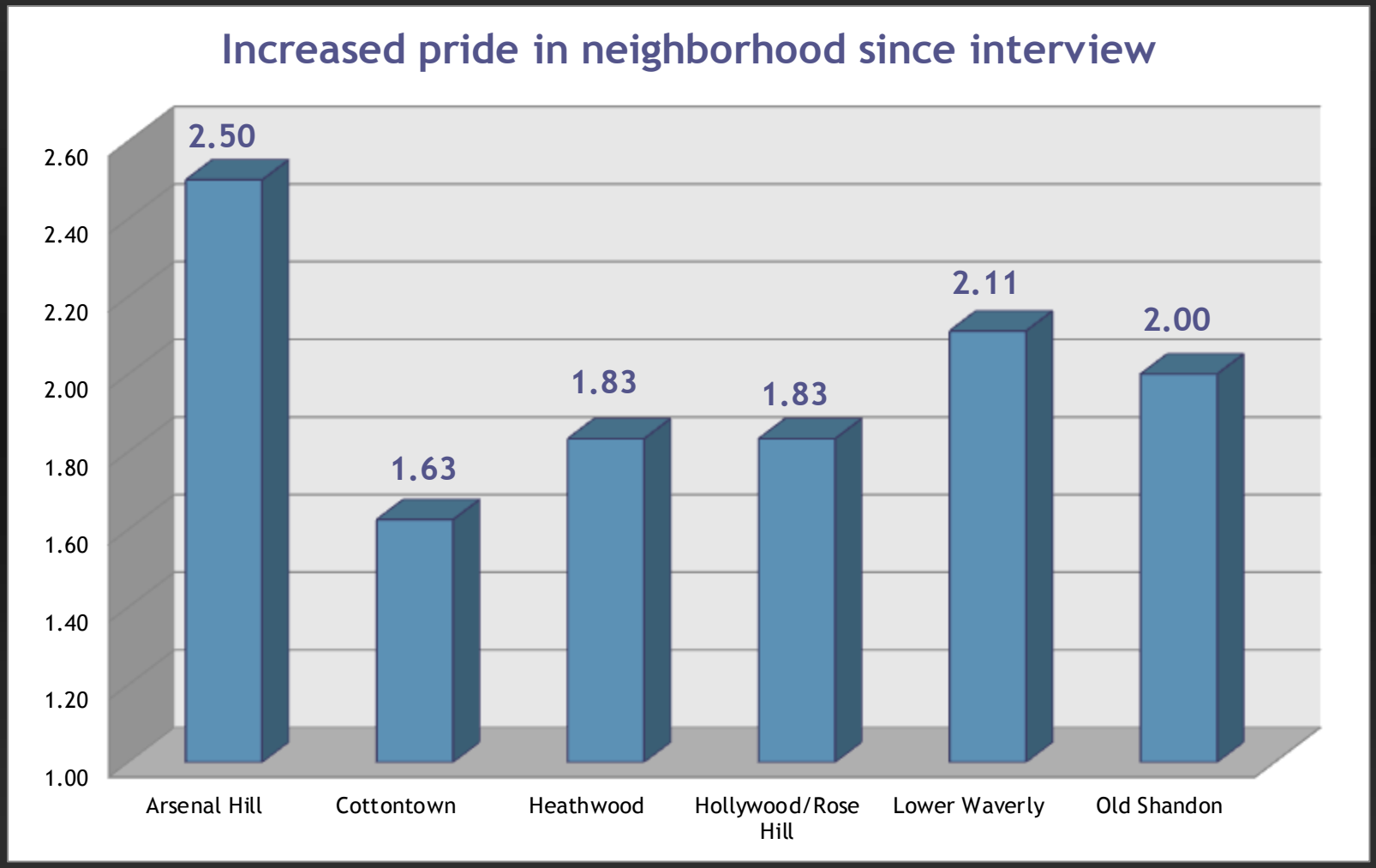

What has changed since your interview?
45.0
40.0
35.0
30.0
25.0
20.0
15.0
10.0
5.0
.0
n=11
(22.4%)
n=10
(20.4%)
n=19
(38.8%)
n=2
(4.1%)
n=21
(42.9%)
...I have noticed that I am much more interested in issues in my neighborhood.
... I have been talking with other people about issues in my neighborhood more.
... I have become much more interested in the local history of all of the neighborhoods in Columbia, not just my own.
... I have tried to change a problem going on in my community.
Nothing much changed since I did the interview.

How did outcomes differ by neighborhood?

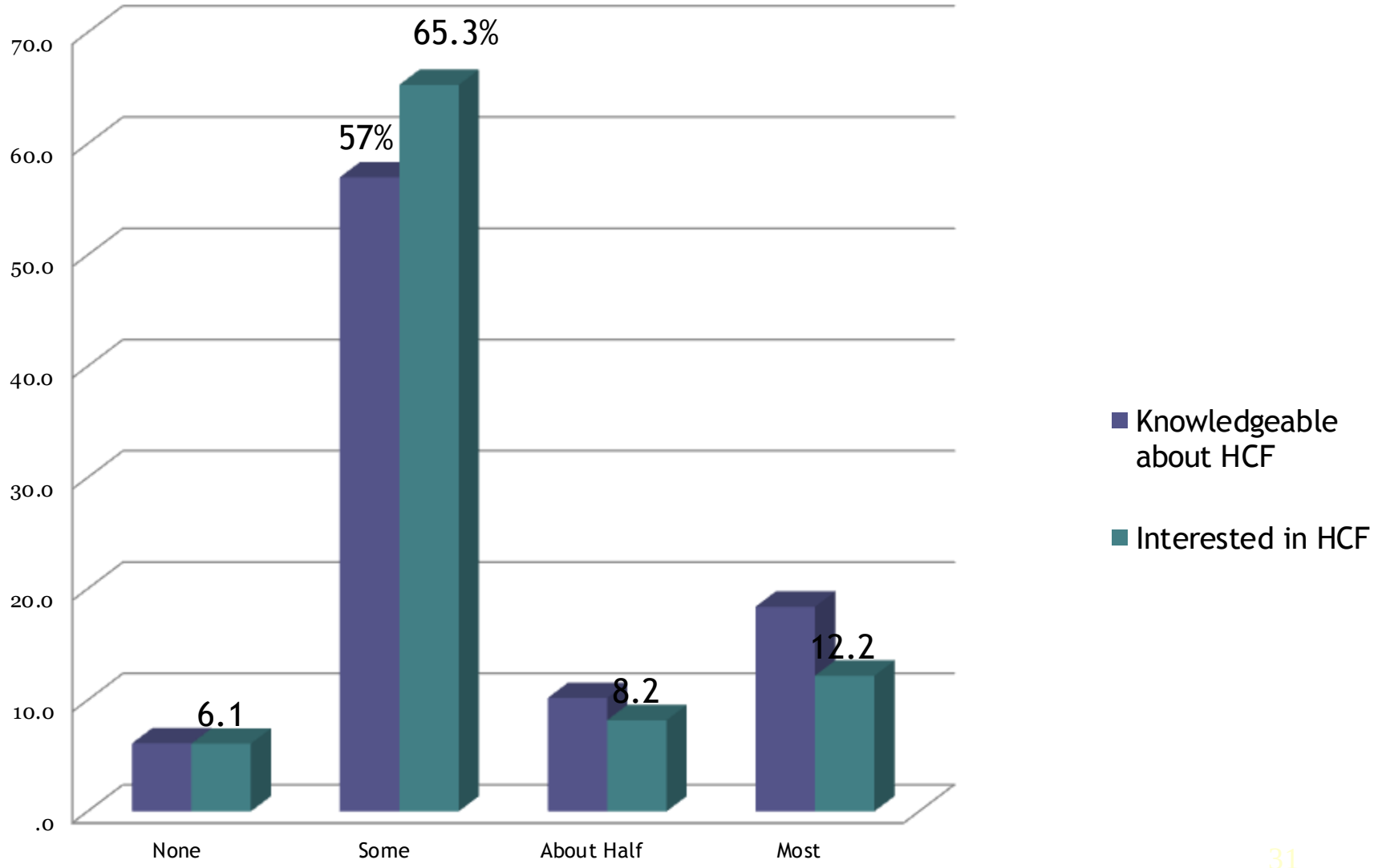

100.0
90.0
80.0
70.0
60.0
50.0
40.0
30.0
20.0
10.0
.0
more interested in issues in my neighborhood.
talking with other people about issues in my neighborhood
more interested in the local history of all neighborhoods
tried to change a problem going on in my community
Arsenal Hill
Cottontown
Heathwood
Hollywood/Rose Hill
Lower Waverly
Old Shandon

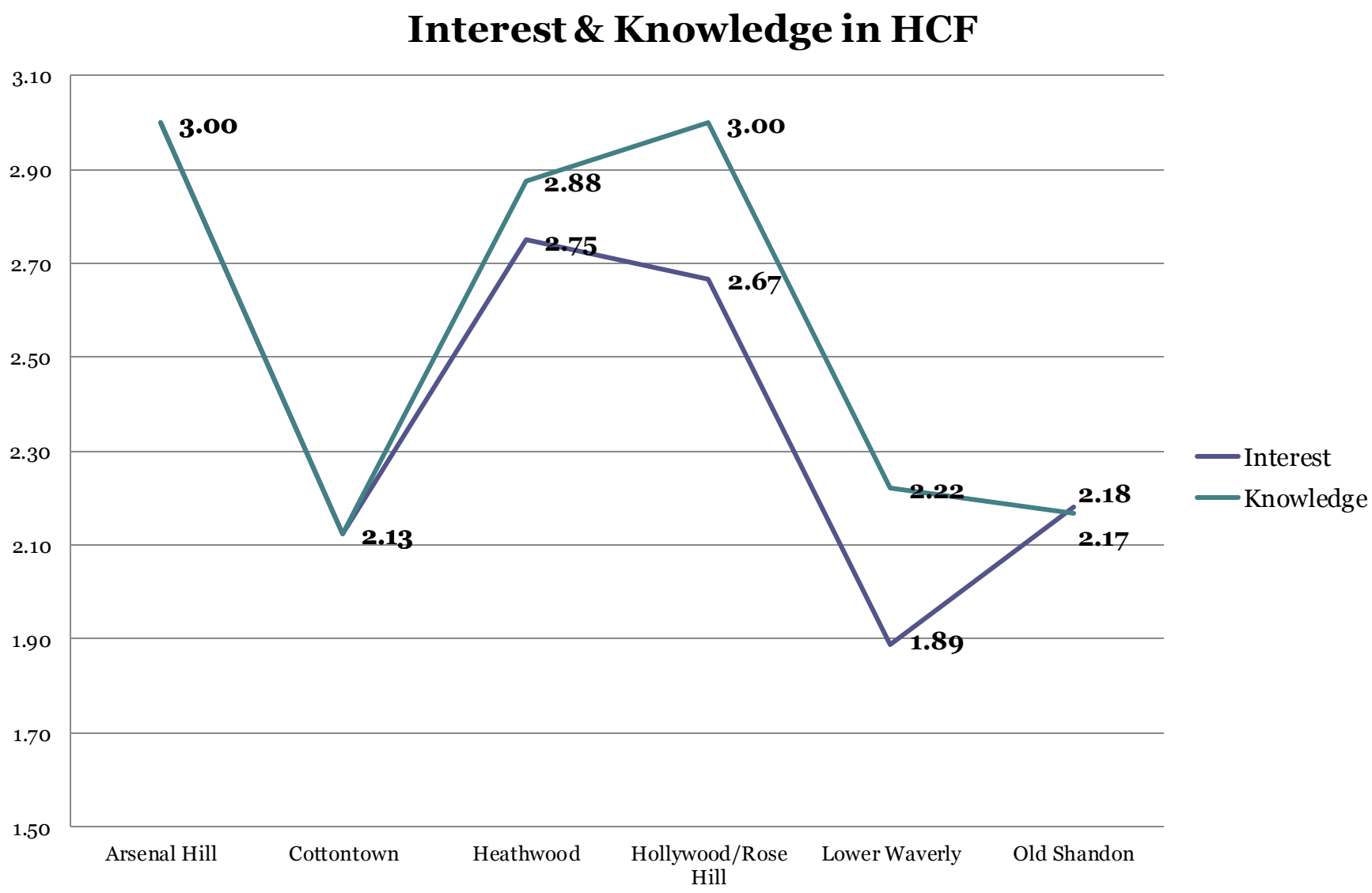
2. What are some possible outcomes for participants?




Increased pride in neighborhood since interview
2.60
2.40
2.20
2.00
1.80
1.60
1.40
1.20
1.00
2.50
1.63
1.83
1.83
2.11
2.00
Arsenal Hill
Cottontown
Heathwood
Hollywood/Rose Hill
Lower Waverly
Old Shandon

3. What can CCTH Participants tell us about how well HCF is reaching out to these neighborhoods?


How many people in your neighborhood are…
70.0
60.0
50.0
40.0
30.0
20.0
10.0
.0
65.3%
57%
6.1
8.2
12.2
None
Some
About Half
Most
Knowledgeable about HCF
Interested in HCF

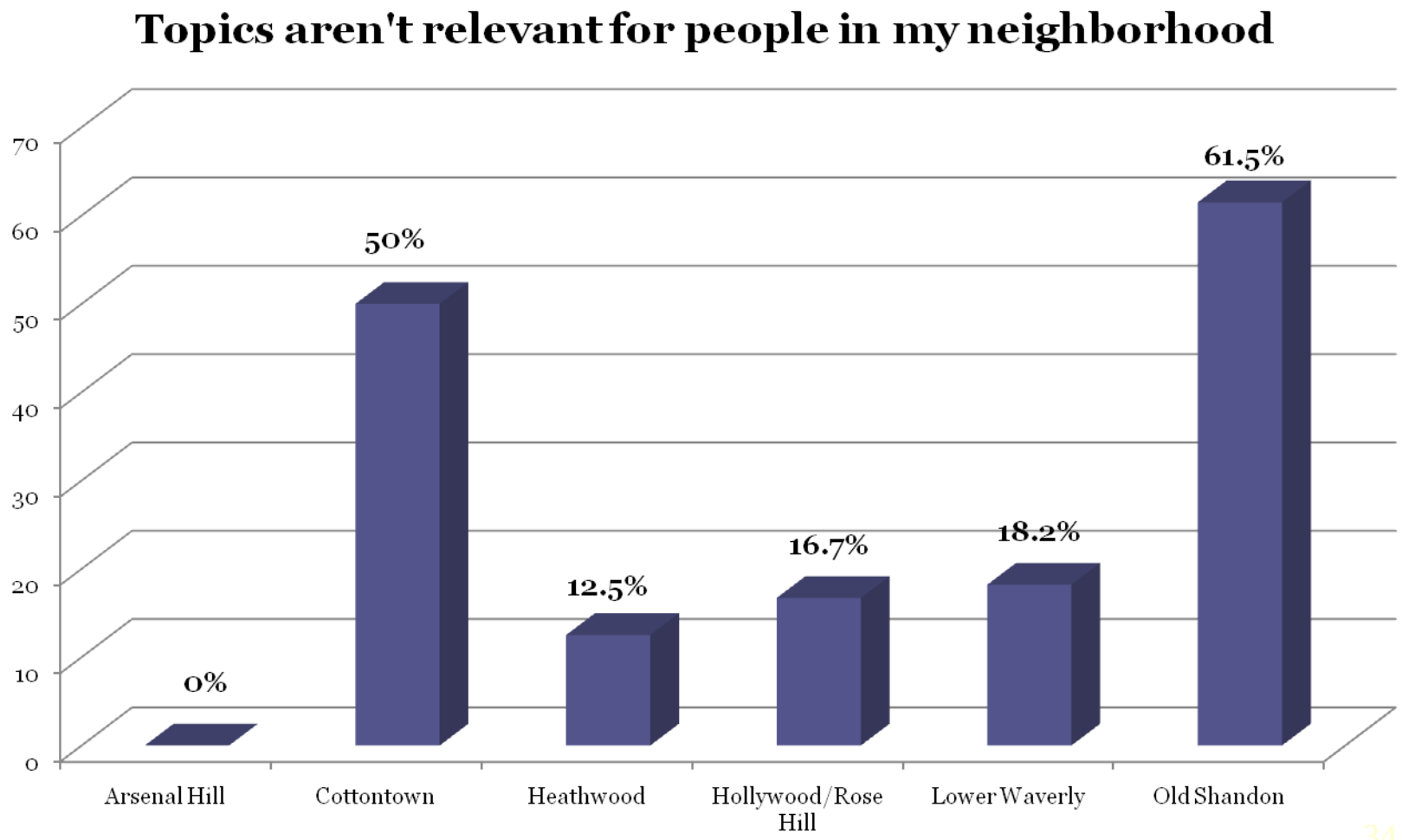

Interest & Knowledge in HCF
3.10
2.90
2.70
2.50
2.30
2.10
1.90
1.70
1.50
3.00
2.13
2.88
3.00
2.75
2.67
2.22
2.18
2.17
1.89
Arsenal Hill
Cottontown
Heathwood
Hollywood/Rose Hill
Lower Waverly
Old Shandon
Interest
Knowledge

Barriers to engagement

What prevents you from attending?	
Transportation	3 (6.1%)
Topics aren't really relevant to me	7 (14.3%)
Already done them	12 (24.5%)
Cost	12 (24.5%)

What prevents people in your neighborhood from attending?	
Transportation	4 (8.2%)
Topics aren't really relevant to me	16 (32.7%)
Already done them	8 (16.3%)
Cost	14 (28.6%)

Relevance of Topics

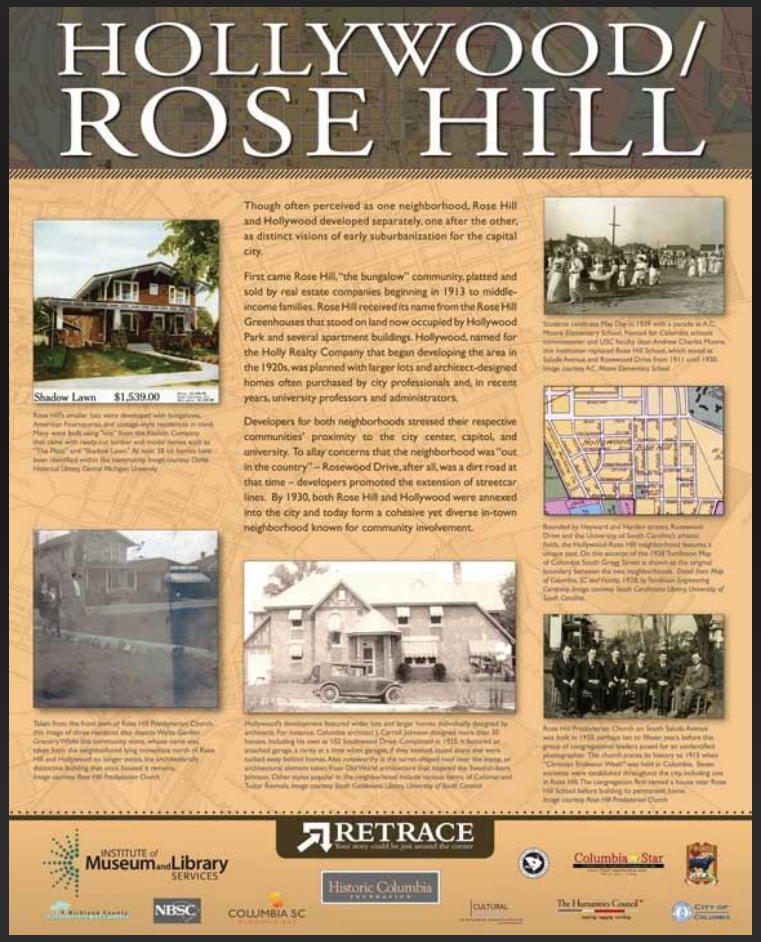


Next Steps for Evaluation

- Follow up with CCTH participants
  - How well was the information you provided in your interview presented by HCF?
  - How well has the story of your neighborhood been told?
  - What topics *are* relevant?
- Expand evaluation of possible outcomes to other projects
- Use evaluation to plan programs

Lessons Learned/Ground Gained

- Greater capability of assessing time demand estimates for future activities
- Heightened ability to forecast staff technology needs
- Established boilerplate standards, procedures, policies and infrastructure
- Content is “King”



Next Steps for Technology

- Establish downloadable PDFs of walking tour brochures for inclusion on website
- Convert from Adobe Flash to HTML 5
- Create Mobile Apps
- Consider “Location-Based” applications
- Consider “Augmented Reality” applications

Questions & Answers

Historic Columbia
FOUNDATION

Project Sponsors

INSTITUTE of Museum and Library SERVICES

Columbia Star
Columbia's locally owned weekly newspaper since 1963
www.TheColumbiaStar.com
(803) 771 – 0219

The Humanities Council SC
inspiring. engaging. enriching.

NBSC

Richland County
Conservation Commission

20/20 VISION

PUB-GRILLE
Cock n' Bull
ROSEWOOD·SHANDON

HOFP GALLERY
2828 DEVINE STREET
COLUMBIA, SC 29205
803.799.7405

BOLLIN LIGON WALKER
REALTORS®, P.A.
Since 1932

CITY OF COLUMBIA

RICHLAND COUNTY SOUTH CAROLINA 1799

Alan H. Brill, M.D.
Board Certified: Otolaryngologist; Facial Plastic & Reconstructive Surgeon
www.PalmettoMD.com

CULTURAL COUNCIL
OF RICHLAND & LEXINGTON COUNTIES